

Business Women Discuss Problems Of Consumers

Miss Ethel Reasoner Speaks on Relationship of The Buyer And Retailer

At the regular monthly meeting of the Business and Professional Women's Club, held Monday night, March 20, Miss Ethel Reasoner spoke on the topic "A Clinic for Consumers."

Miss Reasoner reminds us that we buy goods and services in order to satisfy certain needs and desires, and she asserts that we can help ourselves as consumers by planning our purchases before we go into the market at all. Many of us feel as we walk up Main Street, that we are being high-pressured into buying things we do not need, and that all retailers are lying in wait for us so that they may cheat us. But if we would analyze our needs and buy in accordance with them, this disaster would not overtake us.

According to Miss Reasoner, there are several reasons why we do not get our money's worth. First, there is the multiplicity of articles offered on the market. In order to supply demands, the retailer must keep a hundred different shades of rouge, for instance, from a hundred different houses. Thus, there is a duplication of articles to supply the same needs.

Second, there are hidden values in articles that we do not always see and which are not always pointed out to us.

Third, there is a great lack of standardization. We are moving toward standardization, but we have not reached our goal by any manner of means.

And fourth, we are prevented from getting our money's worth by ignorance of, or by ignoring the operating cost. That is the sin that lies behind purchases on the installment plan—they seem so cheap. That is the thing that robs the consumer in the lower brackets.

Miss Reasoner also asked a number of thought-provoking questions, which, when truly answered, might shed much light on the reason for our believing that we are being cheated.

How do you rate yourself, or a customer? What is your yardstick of measurement? What is the basis for your reasonableness — if you think you are a reasonable customer? If you are not hard to please, how do you know that?

What do you want for your money as a consumer? How do your expectations rate with those of other people? How do retailers persuade you to buy? Do you like to be sold, or do you prefer to sell yourself?

Have you ever been cheated? Do you like to be cheated? Do you enjoy a certain martyrdom? Does (Continued on back page)

G. D. McLendon Died Tuesday Morning

Mr. G. D. McLendon, age 86 years, died Tuesday morning at the home of his daughter, Mrs. C. S. Day, in Montevallo.

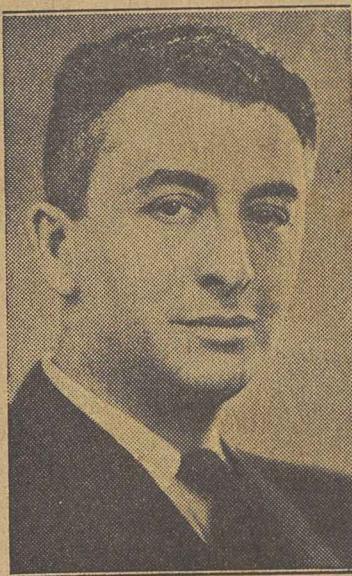
Funeral services were held Wednesday afternoon at 2 o'clock at the Montevallo Baptist Church, conducted by Rev. J. M. Shores and Rev. F. B. Pearson.

Burial was in Montevallo Cemetery, with Rogan in charge of arrangements.

Mr. McLendon is survived by four sons: Otis and Ryan, of Birmingham; Pierce, of Bessemer, and Robert, of Louisiana; one daughter, Mrs. C. S. Day, of Montevallo.

LEGION AUXILIARY MAGAZINE CAMPAIGN

The American Legion Auxiliary is conducting a Holland's Magazine subscription campaign. Anyone interested in subscribing to this popular publication should contact a member of this group.



CONDUCTOR



CONCERTMASTER

The St. Louis Symphony Orchestra will provide the climax to a successful Concert and Lecture Series at 8:15 p.m. Thursday in Palmer Hall.

Missionary Society Studies "Expanding Horizons In The Local Church"

Circle No. 2 of the Methodist Missionary Society met Monday afternoon, at 3 o'clock with Mrs. A. E. Baumgartner.

Mrs. Howard Latham was leader for the afternoon's program, the subject being "Expanding Horizons in the Local Church."

Soft music, played by Mrs. J. A. Brown, opened the program. Mrs. Latham, in her "call to worship," stated that "often in entering a city or town, one sees soaring high above surrounding walls, the slender cross-crowned spire of a church. Perhaps its chimera are heard above the clamor and noise of the busy streets, calling those far and near to stop for a moment to listen, and to pray. Is the cross a symbol of the spirit in which the church itself serves the needs of the community in whose midst it stands? Is the music of the chimes a reminder of the way in which the good news of Christ permeates all that its members think and do? Today let us think together of the church,

and of how its influence and power may reach out and penetrate and uplift the life of the time in which we live."

The group joined in the song, "We Love Thy Church, O God," after which Mrs. Mahaffey read the scripture, Luke 4: 14-22, and gave the meditation, "Religion Rebased."

Mrs. Kate Cook gave an interesting talk on "How Life Came to the Hill City Church," and Mrs. J. Alex Moore spoke on "Widening the Horizons of the Local Church," reading several poems which were entertaining and humorous, yet emphasizing the point she was making in her talk on the real important phases of church work.

After singing another song, Mrs. Mahaffey had charge of a short business meeting. A social hour followed which was enjoyed by the members and hostess.

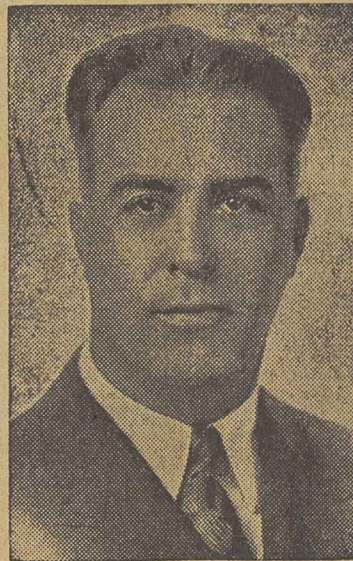
David E. Dunn Appointed To Police Alabama's Brewing Industry

Montgomery, Ala. — David E. Dunn, given the power as regulator of Alabama's \$6,500,000 beer business, moved forward on a broad front today to "clean up or close up" the flagrant law violators among the state's 1,600 retail beer outlets.

Dunn, former administrator of the Alabama Alcoholic Beverage Control Board, was named State Director of the Brewers and Alabama Beer Distributors Committee at its organization meeting here last week, attended by more than 50 shipping brewers and distributors controlling approximately 93 per cent of the state's beer supply.

Dunn, who resigned his state post to assume control of the beer industry which gives employment to more than 5,000, was given two powerful weapons in the industry's self-regulation program — the authority to instruct brewer and distributor members to shut off the supply of beer to law violating beer outlets which refuse to heed warnings, and the right to call on the ABC Board, on behalf of the organized beer industry, to revoke the license of establishments which persist in violating the law.

Regulation of the industry sponsored by the United States Brewers Industrial Foundation, will be carried out through ten district "good conduct" committees covering Alabama's 25 wet counties, which will report violations to state headquarters for investigation. Director Dunn wrote the chairmen of these district committees this week asking for a full list of retail beer outlets which have brought complaints from the public because of flagrant law violations.



DAVID E. DUNN

He stressed these complaints would be thoroughly investigated and every effort made to obtain the cooperation of owners before drastic steps were taken.

W. P. Rollings of Mobile was named chairman of the State Executive Committee, and David S. Meyer of Birmingham was elected secretary-treasurer. State headquarters were established in Montgomery, and the following named as chairmen of District Good Conduct Committees: Henry McGee, Sheffield; C. O. Turner, Huntsville; Roy Nelson, Birmingham; W. H. Burchfield, Eutaw; George Donoghue, Mobile; J. O. Temple, Atmore; C. C. Bush, Dothan; W. P. Jarrell, Opelika; David Mussafer, Montgomery; and J. T. Morgan, Gadsden.

Building Boom Is Getting Under Way in Montevallo

Sanders-Strother Marriage Solemnized On March 19

The marriage of Miss Nell Sanders, daughter of Mr. and Mrs. J. A. Sanders, to Mr. Gray M. Strother was solemnized March 19, at 2 p.m. at the home of the bride's parents in Wilton, in the presence of a few relatives and friends.

The room was decorated in traditional white featuring snapdragons and carnations.

Preceding the ceremony, Miss Louise Lucas sang "Because," music by D'Hardelot and words by Teschemacher. She was accompanied at the piano by Miss Mary Sanders of Fayetteville, Arkansas, sister of the bride.

The Rev. A. B. Canant, Baptist minister, officiated, using the single ring ceremony.

The bride's costume was a short coat ensemble of navy blue with lighter blue waist band. With this she wore a hat of harmonizing color with navy accessories and a corsage of lilies of the valley.

Miss Sanders attended Judson College for a year and later Alabama College at Montevallo. Upon completion of her course she was employed by the Merchants and Planters Bank of Montevallo.

Mr. Strother is the son of the late Gray M. Strother, Sr., of Camden, and Mrs. Strother (now Mrs. S. L. Taylor of Chattanooga, Tenn.). He attended the State Teachers College at Livingston. At present he is employed by the State Highway Department.

Immediately following the ceremony, the bride and groom left for a wedding trip to points in Florida and will return by way of Mobile to view the Azalea Trail and Bellingrath Gardens. They will visit Mr. Strother's relatives in Franklin and Camden and his mother in Chattanooga before returning to Montevallo, where they will be at home for a few weeks.

We've Let The Cat Out of The Bag!

Have you made your guess as to what is in the air? If not, then it's too late now, because we're on the verge of telling you—not only what is in the air, but where, when, and how!

Although this has been in the air for sometime now, it will come down to earth at the high school home economics building on Wednesday, March 29, at 3 p.m. in the form of an "Open House."

The old saying is that it pays to be a good listener—In this case, it pays to be a good reader, because here is an invitation to you and you and you to attend this stirring event.

You may anticipate an interesting time because you all have been taken into consideration in the planning of this "open house." Those interested in what the high school girls have done may see exhibits of their work, while those who pursue something of personal interest may find pleasure in the hobby or cosmetic exhibits. Then to others, who are more concerned with everyday problems, interest may be found in the child-development exhibits or the food demonstration, clothing exhibit or the consumer and buyer exhibits. To cap it off, an interesting program is planned for you. It will consist of music, pictures, and talks.

Here is your chance, men and women, to take advantage of an interesting and significant opportunity. You and your friends and their friends are cordially invited.

Construction Program Will Total More Than \$410,000 During The Year

Montevallo's current building boom is the liveliest in the town's more than 100 years of existence.

Total construction to be completed in 1939, not including private residences, will exceed \$410,000. Most of the building operations are on the campus of Alabama College, where new buildings and improvements will cost approximately \$371,000.

Public Works Administration grants of \$155,000, and loans of \$187,000, are making possible the construction of two new buildings and additions and improvements for two others.

Comer Hall, a classroom building, and Tutwiler Hall, a dormitory with capacity of 102 students, are being erected at a cost of \$275,000 by the Upchurch Construction Company, of Montgomery.

Perusini Construction Company, of Birmingham, is moving rapidly to completion a new wing to the present library, costing \$27,000, which will increase the library's present book capacity to 80,000 volumes.

Contract will soon be let for the enlargement and remodeling of Reynolds Hall to provide a College Union Building at an approximate cost of \$34,000. The remodeled building will include lounges, dining rooms, offices for student organizations, a post office, supply store, and tea room.

Under construction now is an additional Montevallo Elementary School building costing \$23,800, and a combination gymnasium and auditorium for the high school costing \$14,867. These buildings are financed by grants from the Public Works Administration, matched by funds provided by the Shelby County Board of Education.

Further improvements on the Alabama College campus include paving of walks and drives by the Works Progress Administration at a cost of \$22,000, and the building of an outdoor theatre north of Bloch Hall, and just west of the drive to the president's home, at a cost of \$6,350.

Scout work has received impetus in the construction, just completed, of a cottage for Montevallo Girl Scouts costing more than \$1,000, and a rustic cabin for Boy Scouts costing about \$500. Principal cost of construction is being paid from funds made available by the Montevallo Community Chest. Separate contributions to the buildings and equipment have been made by individuals of the town.

A general paving program for the town, in cooperation with the Works Progress Administration, has been approved by the Town Council with the provisional requirement that certain funds be made available by property owners. Should the necessary funds be raised, the project will cost in excess of \$40,000.

Tax Notice

On April 1 it will be necessary to turn over to the Probate Judge the names of all delinquent taxpayers. He will begin to issue notices to these taxpayers. Therefore, March 31 will be the last day that taxes can be paid without extra cost. Advertising for the sale of property for unpaid taxes will begin May 1. The sale will be June 19. You will have until June 19 to pay, but, of course, the cost will be greater. I trust that all who have not paid will now do so and save themselves this additional expense. —L. C. Abbott, Tax Collector.

According to the United States Army Recruiting Office of Birmingham, Roland O. Lee of Montevallo was one of the twenty men accepted from this district for enlistment in the United States Army. Mr. Lee was assigned to the field artillery at Ft. Benning, Georgia.

MONTEVALLO LOCAL NEWS

Roy Hicks, Jr., Entertained

Mrs. Roy B. Hicks entertained her young son, Roy, Jr., Thursday evening, March 16, celebrating his twelfth birthday.

The color scheme of yellow and green was carried out in the decorations and refreshments. The dining table was centered with a beautifully embossed cake. Yellow tapers on the table lighted the room.

Games and contests were enjoyed during the evening. The jig-saw contest was won by Roy Hicks and Catherine Bridges, the prize being a box of candy. A large chocolate rabbit was presented to Oliver Bridges for winning the ribbon contest. Later in the evening ice cream and cake was served to the following guests: Catherine Bridges, Joyce Baker, Una Faye Davis, Dorothy Conway, Oliver Bridges, Billy Peck, Aubrey Crowe, E. G. Smitherman, Jr., Grady and Roy Hicks. Mrs. Hicks was assisted in entertaining by Mrs. E. G. Smitherman.

Mr. and Mrs. J. R. Lewis are spending several weeks in Tampa, Florida.

Mr. Walter M. Shaw made a business trip to Birmingham Saturday.

We are glad to see Miss Dovie Lovelady back on the job after a siege of the flu.

Mrs. Luther McGaughey and sons Jack and Joe, are visiting relatives in Lineville this week.

Mr. and Mrs. Hartford Baker and children, Fred and Charles, of Birmingham, spent Sunday with Mr. and Mrs. J. N. Baker.

Mrs. Lena Duran is visiting relatives in Sylacauga this week.

Miss Melba Rotenberry of Birmingham spent the week-end with her parents, Mr. and Mrs. F. W. Rotenberry.

Mr. and Mrs. Hobart Love visited Mrs. Love's sister in Gorgas, Wednesday.

Mrs. Bernice McLain and children, Mary Sue and Betty Jo, spent Sunday in Sylacauga with Mrs. McLain's parents, Mr. and Mrs. J. W. Batson.

Miss Sadie Weir spent the week-end in Talladega.

Mrs. Hansel Brown visited relatives in Ashville over the week-end.

Mr. and Mrs. Walker Day and little daughter, Rita Joyce, spent Sunday with relatives in Birmingham.

Miss Willie Gould spent the week-end with her parents, Mr. and Mrs. H. L. Gould in Columbiana.

Mr. Bobby Baker of Birmingham spent the week-end with relatives and friends here.

Mr. and Mrs. W. G. Hicks and daughter, Mary Katherine, were the week-end guests of Mrs. Betty Hicks.

Mr. and Mrs. W. M. Davis shopped in Birmingham Saturday.

Mrs. Mildred Gresky of Tuscaloosa spent the week-end with her grandmother, Mrs. Edna Heath.

Mr. J. W. McClimmons of Nashville spent the week-end with his family at the home of Mrs. M. L. Orr.

Mr. and Mrs. W. F. Hooker of Trussville were the Sunday guests of Mrs. W. A. Hooker.

Mr. and Mrs. Lawrence Elliott of Toledo, Ohio, are visiting his mother, Mrs. C. C. Elliott.

Miss Nell Sanders Complimented

Mrs. J. P. Kelly and Mrs. Denson Elliott entertained on Saturday afternoon, March 18, with a shower honoring Miss Nell Sanders, whose marriage to Mr. Gray Strother was an event of March 19.

The home of Mrs. Elliott on Highland Avenue was beautifully decorated with white irises, pansies, and white tapers in silver holders. Mrs. Fred H. Frost met the guests at the door and conducted them to the receiving line composed of the two hostesses, the honoree, and Miss Mary Sanders of Fayetteville, Arkansas, sister of the bride.

Mrs. Robert P. Holcomb showed the guests to the gift rooms, presided over by Misses Lucille Cooper and Eloise Meroney. A great many beautiful and useful gifts gave evidence of the popularity of the honoree.

After surveying the gifts the guests were asked by Mrs. J. A. Brown to register in the bride's book and were then shown to the dining room. The tea table was exquisite with a lovely lace cover and was centered with a silver bowl of daffodils and gypsophila. White tapers in silver holders burned throughout this lovely event. Mrs. T. H. Napier and Mrs. R. A. Reid poured coffee. Mrs. Percy Walburn, Mrs. Ashley Jeter, and Mrs. O. B. Cooper assisted in serving the guests.

The bride was lovely in a dress of aqua lace, her corsage was of talisman roses. Mrs. Elliott wore power blue lace with a corsage of pink carnations. Mrs. Kelly wore floral black chiffon. Her flowers were a corsage of pink sweet peas. Miss Mary Sanders was dressed in yellow lace with a corsage of sweet peas in shades of pink and blue.

Miss Nell Sanders is a graduate of Alabama College, and until recently, was a valued employee of the Merchants and Planters Bank of Montevallo.

Little Anna Hoskins of Birmingham is spending the holidays with her grandmother, Mrs. Bessie Hoskins.

Mr. and Mrs. E. D. Reynolds spent several days last week in Gadsden.

Mrs. R. H. Russell shopped in Birmingham Friday.

We are glad to see little Jean Tate out again after a siege of chicken-pox and flu.

Mrs. R. H. Russell and Mrs. Edwin Allen spent Tuesday in Bessemer.

Among those who went to Birmingham Wednesday night to hear Blue Baron and his orchestra were Misses Mary Hilda Peters and Roberta DeSear.

Mr. Paul Davis of Detroit, Michigan, spent last Friday with his brother, Mr. W. M. Davis.

The P. T. A. met Tuesday night, March 21. After the business meeting Dr. Gordon McCloskey was introduced by Mrs. W. F. Tidwell. Dr. McCloskey gave a most interesting talk on the "Pattern of Citizenship."

Mrs. P. D. Pendleton, chairman of the social committee, served refreshments.

Mrs. W. J. Kennerly, Mrs. W. F. Tidwell, and Miss Myrtle Brooke spent Wednesday in Birmingham.

Mr. and Mrs. Mitchell Young shopped in Birmingham Monday.

Dr. Anne Eastman and Miss Ethel Reasoner spent the week-end in Mobile.

Miss Lillian Worley spent the week-end at her home in New Hope.

Mrs. Little of Boothton was a visitor in town Tuesday.

Miss Mary Hilda Peters attended the Stallworth-Sharbutt wedding at the Southside Baptist Church in Birmingham Wednesday evening.

Miss Virginia Harrison, Mr. Calvin Wilson, Miss Willie Pearl Seale, and Mr. Tom Winslett attended the Blue Baron dance in Birmingham Wednesday night.

Mrs. McD. Campbell and daughter, Lydia, of Selma, were week-end guests of Mrs. S. G. Peter.

Mr. T. D. Woods, Jr., and Mr. Charles Owens, of Clemson, S. C., were the week-end guests of Mr. Woods' grandmother, Mrs. E. S. Lyman.

Miss Mary Blazek shopped in Birmingham Saturday.

Miss Lois Ackerley accompanied Miss Helen Judy Bond to Auburn Wednesday, Miss Bond is the president of the Home Economics Association who has been visiting at the college for several days. She is from New York City.

Miss Betty Perrin of Florence spent the week-end with Miss Jack Bowden.

Mrs. T. D. Woods has returned from Fort Mill, S. C.

Misses Hattie Lyman, Marion Jones-Williams, Charlotte Claybrooke spent Saturday in Birmingham.

Mrs. J. A. Mahan of Clanton spent last week with her daughter, Mrs. W. M. Davis.

Mr. and Mrs. G. A. Bass, Miss Elizabeth and Mr. Don Bass, and Miss Shirley Seale, of Birmingham, Mr. and Mrs. S. R. Walburn of Bessemer, Mr. and Mrs. Bob Gardner of Selma were the week-end guests of Mrs. Viola DeShazo.

Mrs. George Kendrick returned to her home from Norfolk, Virginia, where she accompanied her daughter, Mrs. Walter Gregg.

Mr. W. C. Graves of the Southern Bell Telephone Company was a visitor in town Monday.

Mr. Warren Brown of Birmingham spent the week-end with his parents, Mr. and Mrs. S. B. Brown.

Miss Sallie Hooker visited in Montgomery Saturday.

Mr. L. C. Abbott of Columbiana was a visitor in town Monday.

Miss Hermione Woolley of Tallassee, Mr. Buddy Woolley and Mr. Davis Woolley of Auburn spent the week-end with their parents, Rev. and Mrs. D. Z. Woolley.

Bridge Party

Misses Katherine Vickery and Mary Love Martin were hostesses Friday evening, March 17, at a bridge party.

Bridge was enjoyed until a late hour with Miss Lois Ackerley winning high score and Miss Helen Hewell taking low score.

Ambrosia and cake were served to the following guests: Misses Lois Ackerley, Marion Jones-Williams, Charlotte Claybrooke, Mamie Braswell, Sarah Kennerly, Nora Landmark, Helen Hewell, Frances Ribble, Lorraine Pierson, Harriette Stripling, Margaret Cuninggim, Ann Walker, Margaret Heap, Lorraine Peter, Antoinette Beasley, and Mrs. Marva Hough Notestine.

Mrs. D. Z. Woolley attended the Baptist W. M. U. at Florence several days last week.

If you follow that crop of legumes with corn, it needs no additional fertilizer, but if you plant cotton, it needs to be fertilized with 300 pounds of superphosphate, 50 pounds of nitrate and 48 pounds of muriate of potash before or at planting.

Dr. Fred B. Pearson and son, Fred, attended the district B. Y. P. U. meeting in Sylacauga Monday afternoon.

Mr. Curlee Miller of Boothton was a visitor in town Monday.

Mrs. F. H. Frost and daughters, Virginia and Myra, and Mrs. Noah Taff spent Sunday with Mr. and Mrs. Bernie Frost in Birmingham.

Miss I. V. Moon returned to her home in Dallas, Ga., after a visit with her sister, Mrs. J. L. Bridges.

Mr. Jack Carter, of the Southern Bell Telephone Company, Birmingham, was a visitor in town Monday.

Information is being developed that shows Sand Mountain and North Alabama can become hog producing sections comparable to the Wiregrass. The only difference is that corn will be used instead of peanuts as the main feed crop since most North Alabama farmers get good corn yields and usually have a surplus. In tests on Sand Mountain hogs have paid 80 cents a bushel for corn.

Harper & Shaw

Expert Auto Repairs
New and Used Parts
Wrecker Service
GASOLINE and OIL

Located in Montevallo on Highway between the Depot and the New Bridge
Phone 178

FINE FOODS AT Low Cost

SPECIALS for this Week-end

FLOUR		
Obelisk	24-lb	95c
White Tulip	24-lb	85c
Polly Rich	24-lb	75c
Snowball	24-lb	59c

Pure Lard 4-lb ctn 38c

Sugar 10-lb 49c

Home Ground Meal pk 20c

Irish Potatoes, 5-lb 12c

3 NO. 2 CANS
Corn 25c

Pet or Carnation MILK 21c
3 Large cans or 6 small cans for



3 CANS
Pork and Beans 25c

3 NO. 2 CANS
Tomatoes 25c

NO. 2 CANS
Spinach, 3 for 25c

3 NO. 2 CANS STOKLEY'S
Kraut 25c

CORN FLAKES 2 for 15c



3 1/2-oz 18c
7-oz 35c



lb 26c

Truckers Favorite seed corn, Yellow Dent seed corn, and D.P.L. No. 11 cotton seed.

BROWN-SERVICE FUNERAL CO.

Represented in Montevallo by E. K. WOOD

Call or write Mr. Wood for a complete explanation of Brown-Service unexcelled funeral policy. No age limit.

"The largest Company of its Kind in America."

Montevallo Grocery Company

Phone 170—Main Street

Brown Trading Company

PHONE 198—Shelby Street

PHONE 11

We
Deliver

YOUR DOLLARS Will Buy Most AT

Trade with us
and we will
SAVE
You Money

MONTEVALLO CASH STORE

Specials for FRIDAY and SATURDAY

No. 2 Country Gentleman
CORN 3 for 27cEnglish Peas 27c
No. 2 can Fancy, 3 forNo 2½ can
Table Peaches 20cNo. 1 Irish Cobbler
Potatoes 10-lbs 25c

Royal Cup Coffee

1-lb 29c

2-lbs 57c

No. 2½ Kraut 10c
or Pork and Beans14-oz size
Ketchup 2 for 25cOctagon
Granulated Soap
3 for 29cKudzu 20%
Dairy Feed 100-lb \$1.75Crushed Corn and
Molasses 100-lb \$1.35Kudzu and
Molasses 100-lb \$1.35

MILK

Pet, Carnation, Silver Cow

6 small 23c

3 large 23c

Flour Special

Plain or SR
24-lb bags

60c 65c 75c 85c 95c

Matches large box
6 for 22cPost Toasties 10c
13-oz. package

Pink SALMON 3 cans 39c

Food Specials

In Our Market

LARD

1-lb. Pure . . 12c

2-lb. Pure . . 24c

4-lb. Pure . . 39c

8-lb. Pure . . 78c

Full Cream CHEESE lb 18c

White Meat (Boiling) lb 10c

White Meat, Best Grade lb 16½c

Bacon Squares, CELLO WRAPPED lb 16c

Sliced Bacon, Rindless lb 25c

Beef Roast pound 17½c

Bacon bulk lb 24c

Armour's Salad Oil, pt 20c, qt 35c

Scoco Salad Oil gal can 98c

Sausage { No. 5 can 55c

In Oil { No. 10 can 98c

STEAK pound 17 c

We carry a complete line of
Fresh Pork and Beef CutsSUGAR 49c
10 poundsMUSTARD 15c
Quart sizeCRACKERS 15c
2-lb boxPure Vanilla
Wafers, 2-lbs 25cRoyal Cup
TEA

¼ lb glass 25c

Tomatoes 25c
No. 2 cans 3 forNo. 2½ cans Stokley's
Hominy 2 for 25c

Octagon SOAP



6 large bars 25c

Large Lima
Beans 3-lbs 22cFresh Ground
Coffee 2 lbs 22cEat NBC Bread And
Enjoy the Best At
No Extra Cost

Montevallo Times

Published on Thursday

W. M. WYATT, Publisher

SUBSCRIPTION RATES

1 Year (in County)\$1.00
1 Year (in State)\$1.50
1 Year (outside State)\$2.00

Published weekly in the Masonic Building on Main Street. Entered as second-class matter, April 1, 1933, at the Post Office at Montevallo, Ala., under the Act of Congress, March 3, 1879.

Spring Creek News

We welcome Mr. and Mrs. Busby from Valley Grove to our community.

* * *

Mr. and Mrs. Lynn Atkinson and daughters, Wanda and Patsy, of Ensley spent the week-end with their aunt, Mrs. Lawson Ingram.

* * *

Mr. and Mrs. Frank Allen, of Ashland, were Sunday visitors of Mrs. John Allen.

* * *

Mr. and Mrs. Fermon Moore made a business trip to Birmingham on Friday.

* * *

Mr. Jack Lee returned last week from a six-weeks trip to Key West and other places in Florida.

* * *

Mr. and Mrs. O. W. Mauldin and Kenneth and Donald Mauldin of Fairfield spent Sunday with Mr. and Mrs. Lawson Ingram.

* * *

Mr. Johnson and Miss Beonica Ingram of Goodwater were Sunday guests of Mrs. T. W. Ingram.

* * *

Mr. Max Allen of Birmingham was at home with Mrs. Allen and Shirley Sue Friday.

* * *

Mr. and Mrs. W. S. Mudd of Birmingham spent Wednesday here on their estate.

* * *

Mr. and Mrs. Hartford Baker of Birmingham visited in our community Sunday night.

* * *

Mr. and Mrs. Fermon Moore spent Sunday with Mr. and Mrs. Frank Kendrick in Chelsea.

* * *

Miss Edna Lee Blalock spent Saturday night with Miss Mattie Knowles in Dry Valley.

* * *

Miss Mae Ingram of Birmingham is spending the week at home with her mother, Mrs. Jack Ingram.

* * *

Mr. and Mrs. Fermon Moore and Mr. Jack Lee attended a party Saturday night in Dry Valley at the home of Mr. and Mrs. Louie Moody.

* * *

Mrs. Nalda Hughes of Birmingham spent Sunday with her aunt, Mrs. Jack Ingram.

* * *

Mrs. Smelly and Mrs. Bradstone of Houston, Texas, are visiting Mr. and Mrs. Clarke Ingram.

* * *

Mrs. Goad and children of Birmingham spent the week-end at their summer cottage here.

* * *

Mrs. Mauldin and Mrs. Lawson Ingram spent Monday with Mr. and Mrs. Tom McGaughy in Salem.

* * *

Mrs. Robert Frost visited Mrs. Fred Frost in Montevallo Thursday.

HOGS FOR NORTH ALABAMA SUBJECT OF LEAFLET

Auburn, Ala. — Every farmer in North Alabama, especially on Sand Mountain, is urged to obtain a copy of a special leaflet, "Hogs as a Cash Crop on Sand Mountain," just printed by the Alabama Experiment Station. Although the leaflet was prepared for the Sand Mountain area, its recommendations for feeding corn to hogs is applicable to the Tennessee Valley area, according to W. D. Salmon, animal nutritionist of the station, who, with R. C. Christopher, superintendent of the Sand Mountain sub-experiment station, wrote the leaflet.

North Alabama can be made into a hog producing area by the use of corn instead of peanuts as the main feed crop. This leaflet explains feeding, breeding, and care and management of hogs under this new plan of making hogs an important crop in that section. Copies may be obtained from county agents or from the Alabama Experiment Station at Auburn.

Water Transportation Has Crucified the Railroads

W. H. Reed, speaking over Station WHBQ at Memphis

Ladies and Gentlemen:

Taxpayers are fed the baloney that the Mississippi River is a wonderful thing for the people of Memphis. Year after year taxpayers dig up millions of dollars to maintain channels so barges can run up and down the river. The river, kept open for barges, at public expense, is supposed to be a glorious thing by providing cheap water transportation.

As to the oil business, the truth is the Mississippi River is the curse of Memphis.

On the other hand, public taxes keep the river highway open for oil barges of the oil corporations. On the other hand, water transportation, made possible by millions of dollars of public money, has crucified the railroads and there would be thousands of jobs for railroad men if they got the freight that now moves by water.

Water transportation is cheap. . . There is no argument about that. You can ship gasoline by water from Houston, Texas, up to New York City for one-half cent a gallon. You can ship gasoline by barge from the New Orleans refining district to Memphis for less than one-half cent a gallon.

The question is. . . if the public pays millions in taxes to get the benefit of cheap water transportation, does the public get the benefit of water transportation or, what?

The answer is that the oil corporations get the benefit of cheap water transportation. And the oil corporations keep the profits themselves. The public pays the bills to make water transportation possible. The oil companies get richer.

I am an independent oil jobber. I have been in the oil business since the World War. I have sold over 100,000,000 gallons of oil in the South. I own my own business in the city of Memphis, at Chelsea and McLean. I buy gasoline and kerosene, and other oil products, in tank car quantity. The gasoline and kerosene that I buy is brought to Memphis by water—by barge. The barge unloads its cargo into a river terminal at Memphis. When I buy a tank car of gasoline, the gasoline is pumped from storage tanks at the river terminal and is then switched to my plant.

When I buy a tank of gasoline, I pay the spot market price for the gasoline. But, in addition, I have to pay the oil company as freight the railroad freight rate on gasoline from Shreveport, Louisiana, to Memphis. Understand that the gasoline I got never saw Shreveport,

LOST, STRAYED, OR STOLEN!

On a church door in England the following notice was posted:

Missing—Last Sunday, some families from church.

Stolen—Several hours from the Lord's Day, by a number of people of different ages, dressed in their Sunday clothes.

Strayed—Half a score of lambs, believed to have gone in the direction of "No Sunday School."

Mislaid—A quantity of silver and copper coins on the counter of a public house, the owner being in a state of great excitement at the time.

Wanted—Several young people. When last seen were walking in pairs up Sabbath-breaking Lane, which leads to the city of No Good.

Lost—A lad, carefully reared, not long from home, and for a time very promising. Supposed to have gone with one or two older companions to Prodigal Town, Husk Lane.

Any person assisting in the recovery of the above shall in no wise lose his reward.

Mr. and Mrs. John E. Loveless and sons, of Bessemer, visited Mrs. George DeShazo and Mrs. C. J. Robson Sunday.

Workers at the National Agricultural Research Center at Beltsville, Maryland, have found that 84.9 per cent of the striped and spotted Rhode Island Red chicks are female, and that 77.8 per cent of the non-spotted non-striped chicks are male. Workers find that down color, down stripings, and beak and shank colors are good indicators of sex in the baby chicks of some breeds.

Louisiana. It came to Memphis by water from the New Orleans refining district. The actual water charge on this gasoline is about one-half cent gallon, but I have to pay a railroad rate from Shreveport, which is over 2 cents gallon. In other words, the oil corporation takes me for a buggy ride to the extent of 1½ cents per gallon. In money, this means that every time I get a 10,000-gallon car of gasoline, the oil company makes \$150.00.

Over 20,000 tank cars of oil are being barged into the State of Tennessee every year, and the business is getting bigger. There are terminals along the Mississippi River and, in addition, there are terminals along the Tennessee and Cumberland Rivers.

The situation is that the public has paid the bills to get cheap water transportation. The oil companies have used the river all right, but they have pocketed the profits of water transportation for themselves.

The State Legislature is now in session at Nashville. I propose the State of Tennessee, immediately declare that any plant that imports oil into the State of Tennessee by water as a marine terminal. I propose that the State of Tennessee tax every marine terminal as a privilege license a rate of one cent per gallon for every gallon of oil received.

At a tax of 1 cent a gallon, the State of Tennessee would collect \$100 per tank car. As there are over 20,000 tank cars of oil coming into the state every year, the people of Tennessee would receive \$2,000,000 from a marine terminal tax.

This is a fair and just tax. Even after paying a privilege tax of 1 cent gallon, the oil companies would have a fancy profit for themselves as a return on their investment.

The way it is now, the taxpayers have put up millions of dollars to get water transportation, but the public has gotten nothing back for their taxes. It's only common justice that the rich oil corporations share with the taxpayers a part of the profits of cheap water transportation.

EBENEZER NEWS

Mr. Marshall Burgin and Miss Margaret Burgin were at home for the week-end.

* * *

Mr. Otha Garrett and family spent Sunday with Mr. and Mrs. E. L. Garrett.

* * *

Miss Sally Lee is visiting in Birmingham this week.

* * *

Miss Mildred Holcombe is visiting her aunt, Mrs. Lem Ingram, in Centerville this week.

* * *

Those on the sick list this week are Mrs. A. H. Holcombe, little Pet Holcombe, Virginia Ruth Holcombe, Mrs. Ulmer Allen, and little Stanley Allen. We hope for them a speedy recovery.

* * *

Mrs. C. L. Hill has returned home from Tennessee.

* * *

Mrs. T. S. Hill is sick at this time but we hope she will soon be out again.

* * *

Our club women are busy working on another mattress. They made one last week. We are very proud of our club work.

* * *

We are glad to see Bill Johnson able to be out again.

* * *

Little Geraldine and Colene Ingram spent Saturday with Virginia Ruth Holcombe.

* * *

We welcome Mr. and Mrs. Barnes and Webster White to our community.

COTTON PAYMENT IS 1.6 CENTS PER POUND

Auburn, Ala. — The price adjustment payment rate on cotton this year has been fixed at 1.6 cents per pound, according to A. W. Jones, state administrative officer of the AAA in Alabama.

The price adjustment payment rate on wheat will be 11 cents per bushel, and on rice, 12 cents per hundredweight.

These rates, which fall within ranges previously announced, were established by the Secretary of Agriculture in accordance with provisions of the Price Adjustment Act of 1938. In each case the rate applied to the normal yield of the

farm acreage allotment established for the crop under the 1939 Agricultural Conservation Program of the AAA, provided the allotment is not overplanted.

For example, on a farm with a cotton allotment of 20 acres and a normal yield of 200 pounds of lint cotton per acre, the price adjustment payment would apply to 20 by 200 pounds, or 4,000 pounds. At the rate of 1.6 cents per pound, this would give the farm a cotton price adjustment payment of \$64. The price adjustment payments on wheat and rice are computed in the same way.

The AAA official pointed out that the price adjustment payments, which are also known as "parity" or "subsidy" payments, are in addition to and separate from the regular conservation payment under the Agricultural Conservation Program. The regular conservation payment on cotton will be computed at the rate of 2 cents per pound on the normal yield of the cotton acreage allotment of a farm, provided the allotment is not knowingly overplanted. If the allotment is knowingly overplanted, no conservation payment of any kind will be made on that farm. The conservation payments plus price adjustment payments will total payments to co-operators on the normal yields of their 1939 cotton of 3.6 cents per pound.

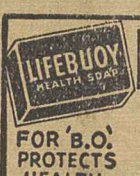
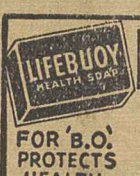
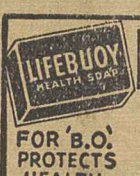
BOOTHTON 4-H CLUB HOLDS MONTHLY MEETING

On March 9 we held our fifth meeting of the 4-H Club. The club met at 10:30 a.m. and the roll was called. The demonstration on vegetables was given.

Next month the demonstration will be given by the program leader. She has appointed four girls to assist her. They are Eloise Blocker, Patsy Ruth Tucker, Imogene McDaniel, and Christine Garrett.—Dorothy Littlefield, Reporter.

RADIO SERVICE
Tubes or Parts
See or Call

J. T. DAVIS
Phone 27-W
at Whaley Furniture Co.

Phone 96	McCulley's FOOD BARGAINS	Week End Specials																																																				
<table border="1"> <tr> <td>CAMPBELL'S TOMATO</td> <td></td> <td>CREAM STYLE</td> <td></td> </tr> <tr> <td>SOUP, 3 cans</td> <td>25c</td> <td>Ralston, pkg</td> <td>25c</td> </tr> <tr> <td>1-lb CAN BUSHE'S</td> <td></td> <td>NO. 2½ CAN Del Monte HALVES</td> <td></td> </tr> <tr> <td>Pork and Beans</td> <td>5c</td> <td>Peaches</td> <td>19c</td> </tr> <tr> <td colspan="2">  LIFEBUOY 3 for 22c </td> <td colspan="2">  MILK PET-CARNATION SILVER COW—SWIFT'S 3 SMALL CANS 10c </td> </tr> <tr> <td>PURE</td> <td></td> <td>GEM (By Swift)</td> <td></td> </tr> <tr> <td>Lard, 4-lbs</td> <td>45c</td> <td>Oleomargarine, lb</td> <td>11½c</td> </tr> <tr> <td>RINDLESS</td> <td></td> <td>MONARCH FANCY</td> <td></td> </tr> <tr> <td>Bacon, lb</td> <td>27c</td> <td>Catsup, 14-oz</td> <td>15c</td> </tr> <tr> <td>Cooked</td> <td></td> <td>JASMINE</td> <td></td> </tr> <tr> <td>Macaroni</td> <td>Asparagus</td> <td>TEA</td> <td>Scott</td> </tr> <tr> <td>In cream Sauce With Cheese 1 lb-1 oz Can</td> <td>All Green 10½-oz can</td> <td>¼-lb pkg. Packed in China</td> <td>TISSUE or TOWELS</td> </tr> <tr> <td>15c</td> <td>20c</td> <td>43c</td> <td>9c</td> </tr> </table>			CAMPBELL'S TOMATO		CREAM STYLE		SOUP, 3 cans	25c	Ralston, pkg	25c	1-lb CAN BUSHE'S		NO. 2½ CAN Del Monte HALVES		Pork and Beans	5c	Peaches	19c	 LIFEBUOY 3 for 22c		 MILK PET-CARNATION SILVER COW—SWIFT'S 3 SMALL CANS 10c		PURE		GEM (By Swift)		Lard, 4-lbs	45c	Oleomargarine, lb	11½c	RINDLESS		MONARCH FANCY		Bacon, lb	27c	Catsup, 14-oz	15c	Cooked		JASMINE		Macaroni	Asparagus	TEA	Scott	In cream Sauce With Cheese 1 lb-1 oz Can	All Green 10½-oz can	¼-lb pkg. Packed in China	TISSUE or TOWELS	15c	20c	43c	9c
CAMPBELL'S TOMATO		CREAM STYLE																																																				
SOUP, 3 cans	25c	Ralston, pkg	25c																																																			
1-lb CAN BUSHE'S		NO. 2½ CAN Del Monte HALVES																																																				
Pork and Beans	5c	Peaches	19c																																																			
 LIFEBUOY 3 for 22c		 MILK PET-CARNATION SILVER COW—SWIFT'S 3 SMALL CANS 10c																																																				
PURE		GEM (By Swift)																																																				
Lard, 4-lbs	45c	Oleomargarine, lb	11½c																																																			
RINDLESS		MONARCH FANCY																																																				
Bacon, lb	27c	Catsup, 14-oz	15c																																																			
Cooked		JASMINE																																																				
Macaroni	Asparagus	TEA	Scott																																																			
In cream Sauce With Cheese 1 lb-1 oz Can	All Green 10½-oz can	¼-lb pkg. Packed in China	TISSUE or TOWELS																																																			
15c	20c	43c	9c																																																			
We sell ROYSTER'S Fertilizers																																																						

Importance of Nutrition Is Subject Of Serious Concern to Children

The large number of school children and pre-school children found, on examination, to be suffering from some degree of malnutrition, is a cause for serious consideration.

Six thousand children have been examined during the past two years and, of this number, approximately 25 per cent are underweight. About 40 per cent have some defective teeth, an indication of faulty nutrition as well as improper care.

The first set of teeth may be defective because the mother failed to take a sufficient amount of foods containing the necessary minerals and vitamins before the child was born and during the nursing period. Also mothers frequently make the serious mistake of nursing their babies too long or keeping them on an exclusive milk diet too long.

A poorly nourished, sickly child

rarely grows up to be a strong, active man or woman.

If a child is poorly nourished, he is much more liable to fall a victim to tuberculosis or other infections, because of lowering of his vital resistance.

Rickets, scurvy, and pellegra are some of the other fairly common diseases directly caused by improper nutrition.

No child will be able to succeed in his school work or other endeavors unless the proper food elements are supplied to provide not only for his energy requirements, but for his growth and development.

Eight of the schools of the county have helped to solve this problem of nutrition by operating cooperative lunch rooms. Marked improvement has been noted in a large number of the children who have taken advantage of this opportunity.

One of the women's clubs at Columbiana is contributing regularly to a milk fund to supply underprivileged children with this necessity.

If every family could keep a cow, a flock of chickens, and cultivate a good garden, canning the excess vegetables and fruits for winter use, the nutrition problem would, to a considerable extent, be solved—E. F. Sloan, M. D., County Health Officer.

It makes no difference what the cash crop is—whether it is cotton, corn, wheat, potatoes, tobacco, or some other crop—if we stick to that crop long enough without growing other things, it will put us out of business. The soil will get sick, weeds will get bad, bugs and pests will eat and destroy our crop and we will be out of money much of the time—Tuscaloosa News.

GIRL SCOUTS

(By Dama Wills)

Tuesday afternoon the Girl Scouts of Troop 2 met at the Little House.

A part of the meeting was used for playing games and the other in deciding which flower bed each patrol wanted. Some of the patrols decided the flowers that they would like to plant.

Instead of going on a hike last Saturday, the Scouts had a spend-the-day party at the Little House. Some worked all morning raking the back yard and stacking wood under the house; and others sandpapered and painted chairs. They had a picnic lunch and afterwards cleaned up and washed the dishes. Part of the front yard had to be raked in the afternoon. Then they came in and made chocolate fudge.

Good Hose Care

Good suggestions to follow in making hose last longer are as follows, according to Catherine Haynes, extension clothing specialist:

1. Wash in lukewarm solution of mild soap; do not rub but squeeze solution through hose. Rinse in two changes of clear water.

2. Roll in bath towel and squeeze—never wring hose. Hang over smooth surface to dry. Do not dry in sun or near heat.

3. In putting on hose turn wrong side out with foot turned in at heel.

4. If hose break because of knee strain, try the new "snood top" stocking with welt made of elastic yarn.

5. Keep heels soft by rubbing with hand lotion.

6. Choose 45 to 51 gauge hose for longer wear. Use sheer two-thread hose only for dress wear if the hosiery bill is to be considered.

SIX-POINT CHICK PROGRAM IS GIVEN

Auburn, Ala.—Hundreds of Alabama farm women, and 4-H Club members are this month planning to start with a bunch of baby chicks which they hope to raise into a profitable laying flock. By following a six-point profitable pullet production program these poultrymen will have a much better chance to succeed, believes John E. Ivey, poultryman of the Alabama Extension Service.

Mr. Ivey lists the six-point program as follows:

1. Clean chicks — Secure chicks from flocks and hatcheries having a known, definite breeding and disease-control program. (Lists of hatcheries participating in the National Improvement Program are now available.)

2. Clean ground — Move brooder house to new location, or use rotation with double or triple yards, or use wire or slatted sun porches.

3. Clean brooder house — Several days before the chicks arrive thoroughly clean brooder house; wash with hot lye water (1 lb lye to 15 gallons water), or spray with a good strong disinfectant.

4. Clean litter—Use a reasonable amount of good, absorbent litter; keep dry; clean house and change litter every three to five days.

5. Clean feed and water—Use approved hoppers for all feed. Prevent chicks from getting in hoppers. Feed a balanced ration at all times. Scrub water fountain daily.

6. Clean management and care—Sanitation is the best prevention against poultry diseases. Keep chicks comfortable; avoid overheating. Allow 1 square foot of floor space for every two chicks. Never place over 250 to 350 chicks around one brooder. One 4-foot hopper for each 100 chicks. Two half-gallon jars of water per 100 chicks. Provide plenty of green feed. Get chicks outside early. Allow plenty of sunshine. Separate pullets and cockerels as early as possible. Place pullets on clean range at an early age. Vaccinate pullets against fowl pox.

HOG LOSSES IN STATE INCREASE

Auburn, Ala.—Increasing reports of hog losses in various sections of the state due mostly to cholera and parasites brought from Dr. R. S. Sugg, livestock specialist of the Alabama Extension Service, this week a warning to farmers to look into the sanitation problems on their farms.

Dr. Sugg said that if Alabama is to continue to increase in hog production, growers must remember that old adage, "An ounce of prevention is worth a pound of cure." Treatment, he said is rarely successful after the hogs become sick. Some of the measures he suggests are:

1. Keep hogs away from muddy lots and small low and swampy pastures. Filth diseases and internal parasites are contracted in those places.

2. Move sows to temporary grazing crops and out of lots a week before farrowing.

3. Keep sow and pigs separate from older hogs.

4. Wean pigs at eight weeks by moving sow and leaving pigs on clean ground.

5. If hogs are likely to be exposed to cholera, vaccinate pigs with serum and virus at 10 weeks of age.

6. Isolate all new hogs brought to the farm for at least three weeks.

7. Use cylinder oil to control lice and mange.

8. Go slow on protein supplement with hogs that have not had it for some time.

9. Do not use cottonseed meal alone as supplement. Equal parts by weight of tankage and meal may be used safely.

10. Feed mineral mixture and salt by hand until pigs become accustomed to them.

11. Provide grazing crops for growing hogs at all times.

CARD OF THANKS

We wish to express our most sincere appreciation to our friends and neighbors for the many kindnesses shown us during the illness, death and burial of Mrs. Day's father, Mr. G. D. McLendon.—Mr. and Mrs. C. S. Day.

T. E. Williams, Athens banker, says, "Alabama needs to grow more and better corn cheaply, hay crops, permanent pastures and to breed into livestock instead of buying if we are to have more and better livestock in the state."

Food Valued At \$2,500,000 Saved

Auburn, Ala.—An income budget to conserve the family income has untold values but Lavada Curtis, food preservation specialist of the Alabama Extension Service, believes the canning budget for the farm family beats the income budget in every way.

A canning budget is based on the needs and requirements for each member of the family in meats, vegetables, and fruits with allowance for surpluses to meet emergencies. Last year food preservation was the project of greatest interest and progress in home demonstration clubs in the state.

Use of the budget as the canning guide resulted in Alabama women preserving food valued at two and a half million dollars in 1938, according to Miss Curtis. This represented an increase of \$635,935 over 1937.

In 12,147 homes canning budgets, setting forth requirements for a varied and balanced diet for each member of the family, were adopted. A total of 26,385 people reported to the home agents that they had canned 4,662,431 quarts of fruits, vegetables, and meats for use during the winter months.

Drying and brining were not overlooked in the preservation work and pantries and storehouses were stocked with 304,666 pounds of dried fruits and vegetables, 25,000 gallons of brined vegetables, and 2,685,956 pounds of cured meat.

A bulletin giving instructions for every type of food preservation work has been prepared by Miss Curtis. Copies may be obtained from the home demonstration agent in each county.

WILTON NEWS

Wilton Boy Scouts

The Wilton Boy Scouts, under the direction of Mr. Hoye Splawn, have organized a fine patrol. One of their duties is to go to any forest fire or any other fire in and around Wilton.

Friday evening at 7 o'clock, the Scouts noticed a fire about a quarter of a mile east of the town. At 7:30 Scouts Henry Winslett, Gene Winslett, Frank Bassett, and a prospect, Lloyd Winslett, put out the fire after about 45 minutes or an hour of fighting. This saved about ten acres of land from burning.

During A. E. A., March 23-24, the Scouts plan to go on a Camp-o-Ral to Moundville, with their tents.—Frank Bassett, Reporter.

Several of our people have been ill but are now on the recuperating list, we are glad to report. Mrs. Charles Adams has returned from Gorgas Hospital in Birmingham. Miss Mary Nolen has been ill at her home here. Master Billy Thompson is recovering from an accident on his bicycle. Master John Lacey is recovering from a case of pneumonia.

Rev. A. B. Canant and Miss Georgia Canant of Louisville spent the week-end with friends.

Miss Mary Sanders of Fayetteville, Arkansas, came for the Sanders-Strother wedding on Sunday.

Mr. and Mrs. Gray Strother are spending the week in Pensacola.

P. D. D. PENDLETON

-MASTER-

WATCHMAKER, JEWELER

and ENGRAVER

On The Hill Phone 162-j

Bean's Barber Shop

On the Montevallo-Jemison Cut-off

HAIR CUTS 15c
SHAVES 10c

Try my new scalp treatment.
Dandruff removed or your money back.

B. B. CURRY & CO.

WILTON, ALA.

EXTRA

Savings

EXTRA

**BOTTOM
Prices**

Friday

Sat Mar

24-25

Phone 79-J We Deliver

SUGAR

Limited 10 Pounds 47c

Pure Lard

4-lb ct 37c

LOOK!

32-piece Dinner Set

To be given away FREE

With each purchase of a one-lb. can of Cafe Du Monds Coffee, you will be entitled to register for this beautiful Mount Vernon set.

1-lb can 25c

Bacon, Oriole	lb	26c
BOLOGNA	lb	16c
White Meat, US Ox	lb	19c
Boiling Meat	lb	10c
Pork Sausage	lb	20c

VAL-VITA
Beans and Chili 15-oz
Tomato Soup 15-oz
Dry Lima Beans 15½ oz
3 cans 17c

Starch, Spaghetti, Macaroni, Salt Matches, O. K. Soap, Potted Meat

Carrots or Eng. Peas	No. 2 can	10c
RICE	3 pounds	10c
Coffee	bulk lb	10c
Tomatoes or Mayfield Corn	can	7c

FLOUR

JOHNSON'S BEST

24-lb sk 80c

GOODEOLA

48-lb sack S.R.

48-lb sk \$1.29

See Us For Prices On Guano Before Buying

LOCAL NEWS OF CALERA

The Garden Club met at the home of Mrs. A. B. Baxley last Tuesday with Mrs. Marion Jones as co-hostess. Mrs. Arthur Seales and Mrs. Lehman were the principal speakers of the afternoon. Plans were discussed for the beautification of the church grounds in Calera. There were about 25 members present.

Friends of Mr. Cecil Cowart are glad to have him back in Calera after being confined to the Veterans Hospital.

Miss Dorothy Harlan has returned to her home after a visit with friends in Birmingham and Warrenton.

Mr. Eric Elliott spent the weekend with his mother.

WADESONIAN THEATRE CALERA, ALA.

FRIDAY and SATURDAY
March 24-25

Jack Randall in
"GUN PACKER"
Serial—Fighting Devil Dogs
Also News

SUNDAY
March 26

Boris Karloff in
"DRACULA" and
"FRANKENSTEIN"

Matinee 1:30 — Sunday Night 8:30

MONDAY and TUESDAY
March 27-28

Edmund Lowe, Helen Mack in
"SECRETS OF A NURSE"
Stranger Than Fiction

WEDNESDAY and THURSDAY
March 29-30

Lane Sisters, Jeffrey Lynn in
"FOUR DAUGHTERS"
Clyde Lucas and his Orchestra

1st Show 7:00—2nd 8:30
Admission 10c and 15c

EASTER Beauty Specials



Does the beauty shop you are now patronizing have the same equipment they had last year? If so, do you know you are patronizing an out of date shop and that you cannot hope for the best in permanent waving?

Do you know that we buy new equipment every year, thereby keeping pace with progress and always assuring you of modern, up to date service?

We assure you that we have the best equipment in Shelby County. Won't you please drop by and let us prove these statements?

Bring this ad with you and receive 10 per cent discount on your permanent wave. We also pay round-trip bus fare within a twenty-five mile radius on all waves above \$2.00.

Ask about our Free Beauty Course Contest. Nothing to buy, nothing to sell.

**BAILEY'S
Beauty Shop**
CALERA, ALA

Tomorrow's Beauty Shop Today

Mr. and Mrs. Lonzo Bailey of Sylacauga were guests of Mr. and Mrs. Walter Bailey last Sunday.

Mrs. T. J. Halfacre is again at home after her long confinement in a Birmingham hospital. Her many friends hope for her a speedy recovery.

A number of people from Calera attended the singing at Chapel last Sunday.

Mr. and Mrs. Ellis Talley visited in Birmingham Sunday.

Friends of Mrs. C. W. Wade regret to learn of her recent illness. We hope she will soon be back home again.

Mrs. J. H. Bentley and son, Sam, visited relatives in Rockford last week.

The members of the Junior B. Y. P. U. attended a social at the home of Miss Martha Jones last Thursday night. Games and candy making were enjoyed by Glen McClain, John Edwards, Andrew Kirby, Milton Owens, Billy Bentley, Steve Cowart, Mildred Kirby, Jane Gunn, Winnie McKnight, Frances Jordan, and Martha Jones.

4-H CLUB BASKETBALL TOURNAMENT

The 4-H Clubs of Shelby County held the annual 4-H Club basketball tournament at Calera March 18. The playing schedule was divided into two divisions so as to put the larger boys and the small boys on equal terms. Fourteen games were played during the day.

Calera High School team won first place in the senior division and Vincent High School placed second. Shelby Junior High won first place in the junior division, with Calera Elementary placing second.

The winning teams were awarded trophies and individual team medals. The second teams won 4-H banners.

IN MEMORY

Mrs. Addie L. Day Payton departed from her earthly life to a better home on March 12, at 10 o'clock, shortly after the birth of her infant daughter who went with her. She and the infant were laid to rest in Providence Cemetery. She leaves to mourn her loss her husband, Mr. Robert N. Payton; father and mother, Mr. and Mrs. M. J. Day; three brothers, Gordon, Orbie, and Auda C. Day; and three sisters, Mrs. R. M. Lowrey, Mrs. Eula Mae Melton, and Miss Odis Day; and a host of other relatives.

The funeral service was conducted by Rev. Young and Fred Lowrey, Jr., of West Chilton, who has just started out in life. The service was attended by a large number of relatives and friends.

We want to thank the many friends for their kindness showed us during the short illness and death of our dear sister, and for the many nice flowers, especially Mrs. T. A. Haggard for her kindness and flowers, even though she was not able to attend the service. God giveth and taketh both great and small, we all know. She only paid a debt we all must pay. Our earthly sorrow is her heavenly gain. We again want to thank our friends and neighbors for their kindness and sympathy. It helps us to bear our sorrow and makes our burden lighter. May God bless one and all and put sunshine in their path throughout their lives, that they may meet her again some day where there will be no more sorrow and sad goodbyes.—Written by a sister and the Family.

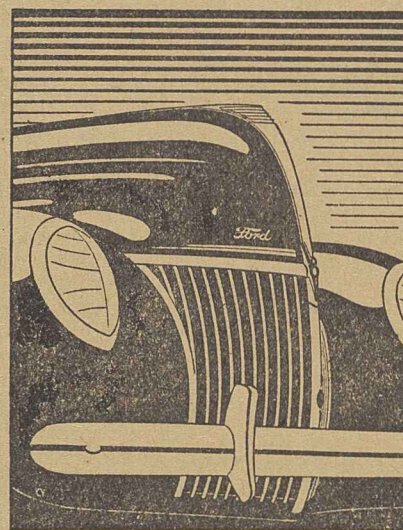
According to the United States Army Recruiting Office of Birmingham, Roland O. Lee of Montevallo was one of the twenty men accepted from this district for enlistment in the United States Army. Mr. Lee was assigned to the field artillery at Ft. Benning, Georgia.

Mr. and Mrs. W. A. Harvey have returned home from Florida where they spent the winter. They report a very enjoyable season in Florida and say they are glad to be back in Montevallo.

ANNOUNCING a New FORD DEALER



FORD V-8 FOR 1939



1939 DE LUXE FORD V-8

Wooten Motor Co. Montevallo, Ala.

The consistent policy of the Ford Motor Company is to provide the highest type of dealer representation in each community. The new Ford dealership announced here today is in keeping with this policy.

Drop in and inspect the glistening new Ford V-8 cars on display. Note particularly the beauty and luxury of the De Luxe Ford V-8 . . . the high-style car of the low-price field. It brings the new style for the first time to cars in this price class.

The Ford V-8 for 1939 is bigger, too,

with a body actually as big as the De Luxe Ford. You may choose either of two engines—the "Thrifty 60" or the new improved "85."

This new Ford dealership is equipped to render expert service on all Ford models. Thoroughly trained mechanics with modern tools render fast, economical service.

See this new Ford dealer today. Inspect the beautiful new cars now on display. Look over the service facilities. You'll find

a visit well worth your while.



FORD MOTOR COMPANY

Makers of Ford, Mercury, Lincoln-Zephyr and Lincoln motor cars



We would like to extend each and every automobile owner a personal invitation to visit us and see the new cars. Our service department is in charge of Phillip Arnold.

Wooten Motor Co.

Sales  Service

Phone 77

Montevallo

Among those from here attending the Progressive Education meeting in New Orleans this week are Miss Elizabeth Utterback, Miss Minnie Dunn, Mrs. Josephine Waler, Mrs. Charlotte Peterson, and Mr. J. T. Bagwell.

If the spring chicks need brooding, the owner will not go wrong in getting plans of the homemade lamp brooder from D. F. King, of the Auburn poultry department, and making a brooder that will not cost over \$5 to \$7.

HOFFMAN'S

Easter Specials

Shop at Hoffman's and Save

WE ARE LISTING A FEW OF OUR VALUES AND HAVE MANY MORE THAT YOU WILL SAY ARE REAL VALUES.

Ladies Topper Coats

The New Style Topper Coat
All the new popular colors.

\$1.98 - \$2.98 - \$4.95

LADIES TOPPER SUITS

New style Topper Suits—All the new Spring Shades—Made of all wool flannel. A Wonderful Value at

\$5.95

Ladies Silk Dresses

Styles and colors in dresses for Spring wear.
A special value at

\$1.98

LADIES SHOES

New and smart styles in sandals, dress shoes, and Oxfords, at

\$1.98

A Complete Line of Children's Dresses

Silk crepes and taffetas at \$1.00 and \$1.98.
Broadcloth and Demities 59c.

BOYS' SUITS All Sizes at 59c, \$1.00 and \$1.98

Complete line of Children's White Shoes

Exceptional Values \$1.00 up

Men's Shirts 79c and \$1.00

Men's Dress Shirts — Good Materials
All the new colors.

Men's Oxfords

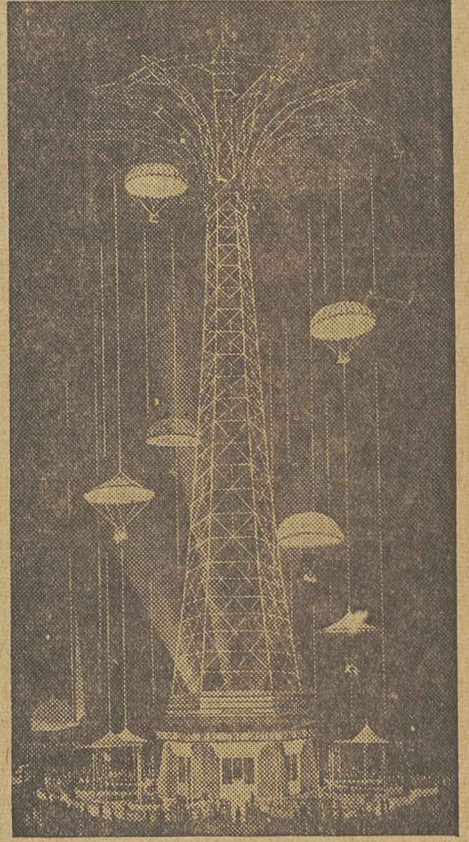
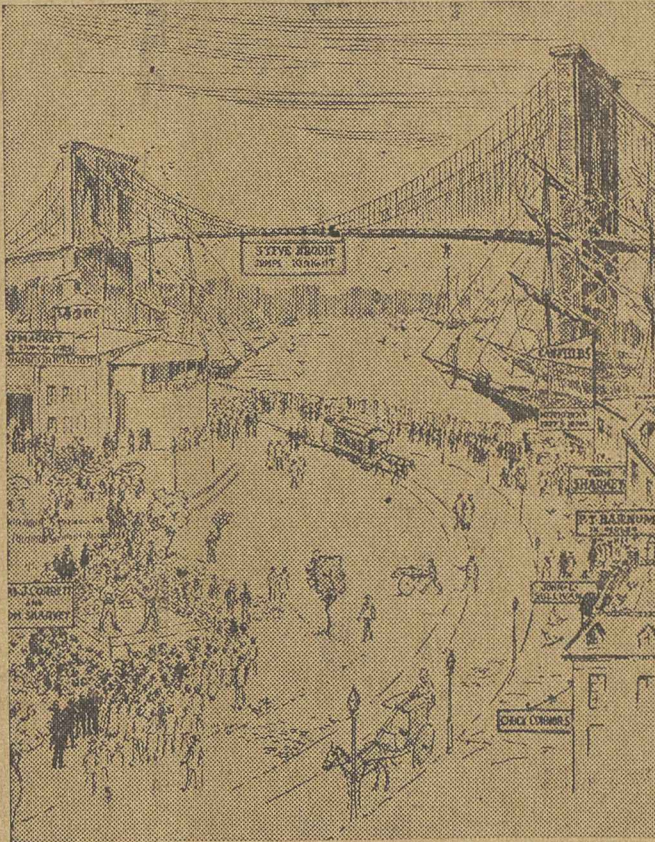
New 1939 styles, smart and new, outstanding values, new shades of tan, new two-tone styles and new styles in black.

\$1.98 - \$2.98 - \$3.98

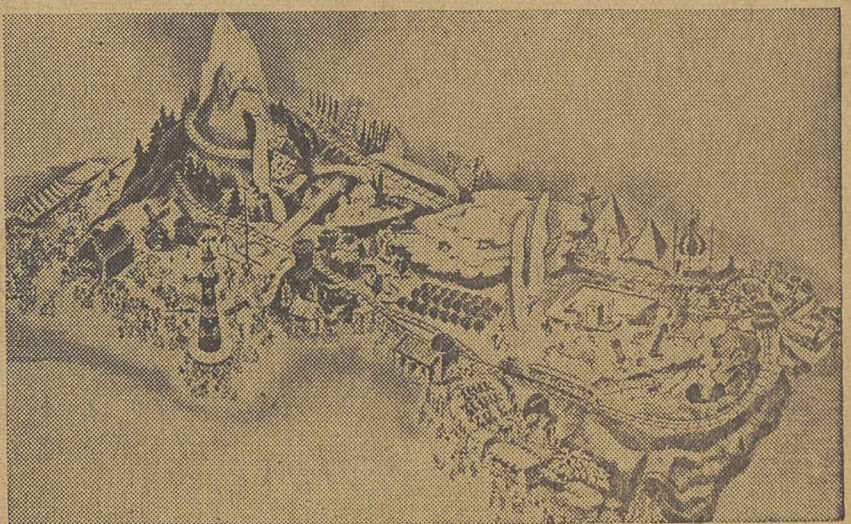
HOFFMAN'S

MONTEVALLO

FUN AT THE FAIR



NEW YORK—Three of the hundreds of amusements that will furnish enjoyment and thrills at New York World's Fair 1939. Above is a sketch of George Jessel's "Old New York," which will feature "Steve Brodie" jumping from the Brooklyn Bridge (6 times daily!). At the right, top, is the 250-foot parachute jump which will bail-out passengers and bring "happy landings." At the right is one feature of the Children's World—"A Trip Around the World."



Vegetables Make The Proper Meal

Auburn, Ala. — Vegetables are gaining much in popularity but still they do not appear on the tables in the majority of homes as often as they should, says Mildred Simon, extension nutritionist.

Two vegetables besides potatoes should be eaten daily. In Alabama with a little thought and care, it is possible to have fresh vegetables from the home garden most of the year. These, along with dried, stored, and canned vegetables, give a nice variety and play a most important part in properly nourishing the family.

The homemaker has a two-fold duty to perform in using vegetables.

First, she must realize their importance in the diet; and second, she must know how to prepare the vegetables in order to best preserve the color, the flavor, and the nutrients.

Children should be trained from the very beginning to eat and to like vegetables, for after food habits are formed and tastes are established, many people refuse to change even for the sake of health.

Rules to Remember

1. Cook all vegetables in as small quantity of water as possible, except strong flavored ones, such as cauliflower, onions, old cabbage, etc.
2. Cook all vegetables only until tender; not until they have lost all their firm or crisp texture.
3. Cook all green vegetables without a lid.
4. Serve raw vegetables such as lettuce, tender spinach, celery, cabbage, and tomatoes frequently.
5. Gather and use all vegetables such as corn, carrots, beets, and green beans while they are young and tender. They are more palatable and more nutritious.

Baptist Church

"Deeper in Life Stewardship" will be the pastor's theme at the Sunday morning service. At 7:30 Sunday evening he will speak on "Recovery from Pessimism." The Sunday School hour is 9:45 a.m. The Baptist Training Union meets at 6:45 p.m.

The Missionary Society will meet at the church Monday afternoon at 3 o'clock. The Sunbeams will meet Tuesday afternoon at 2:45 and the G. A.'s Wednesday afternoon at 3 o'clock.

The quarterly meeting of the church for reports and discussion of plans will be held on Wednesday evening of next week at 7:30. All the members of the church are requested to be present.

Hogs and cholera do not go together and one of the best ways to separate them is to make the hog lots as sanitary and dry as possible and to have hogs on pasture or forage crops as much as possible, says Dr. R. S. Sugg, extension swine specialist at the Alabama Polytechnic Institute.

Overplanting Carries Severe Penalties

Auburn, Ala.—A. W. Jones, state administrative officer of the AAA, warns Alabama farmers to do everything possible to keep from overplanting their cotton acreage allotments if they are to avoid sharp penalties and deductions in their AAA payments.

This year, with the cotton marketing provisions of the program known before planting time, no allowance will be made for "unknowingly overplanting" acreage allotments, Jones said.

A number of things should be considered by every farmer before planting any cotton on his farm. First, the tax penalty for producing above the marketing quota in 1939 will be 3 cents per pound—a 50 per cent increase over that of 1938. Second, a deduction of 4 cents a pound times the normal yield will be made for each acre planted in excess of the farm's acreage allotment.

Third, the price adjustment payment of 1.6 cents per pound will not be made to any farm that overplants the 1939 allotment. Fourth point to be considered is that cotton producers who over plant will not be able to take full advantage of the 1939 loan program if such a loan is available. As a fifth point, Mr. Jones believes that legislative proposals now before Congress may still further adversely affect farmers who overplant this year.

As an example of the results of overplanting, Jones gave an example of a farmer who has a 10-acre allotment with normal yield of 250 pounds of cotton, and who plants one acre in excess of his quota. His tax would be \$7.50 at sale. He would lose \$10 in the 4 cents deduction, and on 10 acres the loss of the price adjustment payment would amount to \$40.

Jones urges each farmer to do all in his power to stay within his allotted acreage and avoid this loss of payments.

Mrs. R. A. Reid, Mrs. J. I. Reid, Mrs. M. P. Jeter, Mrs. N. R. Phillips, and Mrs. N. E. Phillips spent Friday in Birmingham.

LET US

--SPRING YOUR CAR--

Gas And Oil --- Tires And Tubes

Batteries --- Motor Tune Up

Wash -- Alemite -- Simoniz

TOWERY MOTOR CO.

Dodge And Plymouth Dealer

Phone 4-J

Montevallo Alabama

Ford Truck Caravan To Visit Here

A special truck caravan, sponsored by the Atlanta Branch of the Ford Motor Company, will visit Montevallo on March 30.

This caravan will consist of approximately 10 units of various types, which will be of particular interest to the truck and commercial operators of this section.

The one unit in particular which will be most outstanding in the caravan will be the cab-over-engine truck, introduced by the Ford Motor Company over a year ago, and which is meeting with widespread public acceptance, while other units in the caravan will consist of garbage trucks, dump trucks, panel deliveries, and stake trucks.

There are so many types of hauling equipment manufactured for Ford trucks that it is impossible for the dealers to have them all on display, and this caravan will provide those interested the opportunity for inspecting and taking a demonstration in the units in which they are interested.

"The Ford truck and commercial line now consists of 42 different body types, with the option of six wheel bases, three engine sizes, three gear ratios, the two-speed axle, and is available in seven different colors. It offers everything to be desired in performance, economy, and dependability. Rough and rugged—always ready to go—Ford trucks can always do the job. This combination of truck and commercial units will fill 95 per cent of the transportation requirements," says Wooten Motor Co.

Auxiliary Holds Monthly Meeting

Mrs. Fred Frost and Mrs. Glennie Nybeck were joint hostesses at the home of Mrs. Frost to the regular monthly meeting of the American Legion Auxiliary, on Thursday afternoon, March 16.

The formal opening introduced the meeting, after which the business meeting was conducted by the president. Items of business consisted of placing the order for poppies to be used in the annual poppy sale in May, plans for poppy poster contest under the direction of Mrs. W. M. Wyatt, poppy chairman, the Holland's Magazine subscription campaign now being carried on

by the unit, and an interchange of programs whereby the Fidac program will be presented in April instead of June, as set up in the regular program.

Mrs. Hanby, of Birmingham, district director, was unable to be present.

The program was introduced by the leader, Mrs. J. I. Reid, who spoke briefly on the community service work and reported on the unit's beautification project near the new bridge. She said that about two dozen of last year's plants were living and replanting is now being done with the assistance of some high school boys.

A violin solo was given by Miss Jerry Camp, accompanied by Miss Fay Prater, Alabama College students. Miss Ellen Preuit read "Ice Water, Please," by Fanny Hurst, and Miss Carolyn Baker gave "Heyday of the Blood," by Dorothy Canfield. These girls are students of Miss Ellen-Haven Gould, and the selections were ably rendered.

A social period concluded the session, when a delicious ice course was served by the hostesses to Miss Carolyn Baker, Mrs. Robert Frost of Spring Creek, and Mrs. Noah Taff, visitors; and Mesdames M. G. Dabney, P. D. Pendleton, J. I. Reid, J. L. Appleton, R. P. Holcomb, M. P. Jeter, P. N. Lee of Aldrich, and A. E. Baumgartener.

CHOLERA INCREASES BY 30% LAST YEAR

Auburn, Ala. — America's worst swine destroyer, hog cholera, staged a sensational comeback last year.

Reports from principal farming states recently revealed a 30 per cent increase in cholera outbreaks for the past year. As a result, Dr. I. S. McAdory, state veterinarian, has announced the launching of plans for a vigorous campaign to protect this spring's pig crop against the increased threat from the disease. Some reports of outbreaks in Alabama are being received at the present time, he said.

During the fiscal year ending June 30 there were 4,861 hog cholera outbreaks, a gain of 1,339 over the previous year, official totals of the U. S. Bureau of Animal Industry showed. States having the largest number of outbreaks included Tennessee with 1,315, Iowa 579, Illinois 574, Ohio 408, Indiana 241, and South Carolina 218. The government has assigned thirty

HALE AT 104



JAMES PAYNE is 104 years old, but he's as spry as a youngster of 70. The venerable Chicagoan still reads, and declares he gets as much enjoyment out of his daily coffee as he did 90 years ago—more, in fact, since he has fewer other diversions now. He can remember Lincoln strolling the streets of Springfield in his youth. Photo shows him at the family party celebrating his 104th birthday.

G. C. LONG NAMED ON STAFF OF CRIMSON-WHITE

G. C. Long, of Calera, was named this week on the staff of the Crimson-White, student newspaper at the University of Alabama.

Long, who is a junior, is taking journalism courses in the College of Arts and Sciences. As a cadet in the university R. O. T. C., he attained the highest rank possible last year as a sophomore.

This year, he was placed on the staff of the University News Bureau to assist in the writing of sports stories and coverage of sports events at the school.

Auxiliary Gives Party For Legion Birthday

A joint meeting of the Hendrick-Hudson Post No. 96 of Montevallo, and its Auxiliary, was held at the Legion Hut last Wednesday evening at 7:30, the Auxiliary acting as hostess. The occasion was a birthday party for the Legion, which celebrated the twentieth anniversary of its founding as a national organization.

Before the meeting began Mrs. Helen Clayton entertained the group with beautiful music, including in her selections several war-time songs. The meeting was called to order by Mrs. J. L. Appleton, president of the Auxiliary, who led in the pledge to the flag. One verse of "The Star-Spangled Banner" was sung.

Mr. W. M. Wyatt, commander of the Hendrick-Hudson Post, was the speaker of the evening, and his talk was impressive and interesting. He also called on members to speak, those responding were Dr. Dabney, Mr. R. P. Holcomb, and Mr. Barnes.

Mrs. J. L. Appleton cut the beautifully embossed birthday cake, decorated with twenty red candles. Fruit punch and cake was served to everyone present.

Following the social hour, Mr. Wyatt called on Mrs. Jeter to tell of the history of the Auxiliary's founding here in Montevallo. Her talk was enjoyed by everyone.

veterinarians to assist in fighting the disease.

"The increased pig crop this spring has greatly increased the potential cholera losses," commented Dr. McAdory. "Farmers must employ extra vigilance; signs of cholera should be reported immediately to the authorities; and the most rigid quarantine measures should be observed. A special effort is to be made to see that a larger share of this spring's pigs is vaccinated against cholera. Developed cases of the disease cannot be cured. Vaccination is the only safeguard. Local veterinarians in all communities are cooperating in this effort. Recognition of the increased danger and adoption of early preventive measures will do much to ward cutting down cholera's tremendous annual toll."

LEGUMES REDUCE YIELD OF CORN

Auburn, Ala. — The 25-year-old practice of planting legumes, such as velvet beans, cowpeas, and soybeans, with corn has been one of the reasons why Alabama's average corn production has remained so low, tests of the Alabama Experiment Station show.

These tests proved that in practically all cases the legumes, with the exception of crotalaria, have competed with the corn for moisture and plant food and have reduced the corn yield. Even the nitrogen added to the soil by winter legumes or commercial applications is lost to the legumes in the interplanting system.

Dean M. J. Funchess, of the Alabama Experiment Station, says that if a farmer is not going to fertilize his corn, then it does not matter whether he plants legumes with the corn or not. If the corn is fertilized, he advises that legumes be planted somewhere else on the farm since they will nullify the fertilizer gain. Dr. D. G. Sturkie, associate agronomist of the station, says a good rule is that if the corn makes 15 bushels or less of corn, then legumes will not matter much since the corn is not going to make a good yield anyhow.

Some of the results are:

At Headland corn alone made 14 bushels, while corn and velvet beans together gave a yield of 8 bushels; at Belle Mina the yield of corn alone was 37 bushels, while corn and velvet beans gave a yield of 25 bushels. At Crossville a rotation of cotton, vetch, and corn gave a yield of 40 bushels per acre, while cotton, vetch, corn, and beans gave a yield of 29 bushels per acre.

If you want hay and forage and still want to make a good yield of corn, crop specialists say plant your legumes separate from your corn.

Business Women

(Continued from page 1)

it give you something to talk about over the bridge table?

What do you really pay for—for the delivery of one dollar's worth of goods five times a day, or for five dollars' worth of goods once a day?

Do you enjoy being gullible? What do you do about it?

What do you want to do about the situation? There are certain things that will protect you.

Miss Reasoner suggested that labels might be a form of protection, although some of them are meaningless, and others we do not trouble ourselves to read with understanding. There are various testing services which will furnish information free of charge. The National Consumer-Retailer Association, the baby of the group, is doing much to bring about a consolidation of information.

Many people put their faith in brands. However, the same goods may be put on the market under various names. But certain brands do measure up to a certain standard—meeting government requirements. The government started this in the beginning to protect itself; but now free information is dispensed.

It is Miss Reasoner's opinion also that the retailer could profit by looking at the problem from the point of view of the consumer. Successful retailers do this. Miss Reasoner divulged a trade secret in saying that it is cheaper for a store to settle with a customer than to have him talk out loud in the department. If you will just raise your voice, you will be heard and the store will be glad to make an adjustment for you.

HOLCOMBE'S

Phone 75

"Good Things to Eat"

Phone 76

CATSUP, Beechnut 14-oz bottle	19c	DATES Stuffed 14-oz	20c
PINEAPPLE JUICE 2 No. 2 cans	25c	MAYONNAISE, Duke's Pint	25c
COOKING OIL Quart can	30c	TOMATOES, No. 2 cans 2 for	15c

SHRIMP Gulfkist can 15c



1/4-lb. Glass 25c



24-lb Sack \$1.00



1-lb. pkg 26c

MARKET SPECIALS

Cheese full cream 1b 19c

CHEESE KRAFT Cream 8c

Liver Genuine CALF 1b 50c

Shrimp Cooked 1b 50c

KANSAS CITY BEEF - LAMB
PORK - COOKED SHRIMP
FISH

Special Display

★ New Styles
New Fabrics
New Prices

Brighton brings you something new

March 25

Guy O. Morton, Special Rep.

You'll enjoy a "look" at what's what in Spring and Summer Tailored Clothes and the Brighton man will show you through. . . . We, too, will appreciate your visit, and should you select a pattern, delivery can be made at once, or to suit your convenience. . . .

Swing with Spring

Gilbert's
READY TO WEAR